

U.S. Department of Justice
Washington, DC 20530

OMB NO. 1124-0002; Expires February 28, 2014

Supplemental Statement

**Pursuant to the Foreign Agents Registration Act of
1938, as amended**

For Six Month Period Ending 9/30/2013

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

Development Counsellors International

4777

(c) Business Address(es) of Registrant

215 Park Ave. South, 10th Floor
New York, NY 10003

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

Tourism & Events Queensland

9/1/2013

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Tourism Tasmania

Tourism Toronto

APEV Romania

Ecuador Ministry of Tourism

PromPeru

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☒

Exhibit B⁴ Yes ☐ No ☒

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Tourism Tasmania - Public Relations program covering Trade
Tourism Toronto - Public Relations program covering Trade & Media
APEV Romania - Public Relations program to promote Romanian wines in the US
Scottish Development International - Public Relations program to generate business in the US
PromPeru - Public Relations program covering Trade & Media
Ecuador Ministry of Tourism - Public Relations program covering Trade & Media
Tourism & Events Queensland - Public Relations program covering Media & Events

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
4/1/13-9/30/13	Tourism Tasmania	Professional Fee	82,353.00
4/1/13-9/30/13	Tourism Toronto	Professional Fee	47,335.00
4/1/13-9/30/13	Scottish Development	Professional Fee	105,700.00
4/1/13-9/30/13	PromPeru	Professional Fee	87,000.00
4/1/13-9/30/13	Ecuador	Professional Fee	97,500.00
4/1/13-9/30/13	Queensland	Professional Fee	4,200.00

424,088

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☒

If yes, indicate the date the Exhibit D was filed. Date: _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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⁶ 7. A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(c)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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Total

(PAGE 7)

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11. Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
 Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six-month period to the Registration Unit for review.

17. Identify each such foreign principal.

Tourism Tasmania, Tourism Toronto, Scottish Development, PromPeru, Ecuador Ministry of Tourism, Queensland

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

- ☐ Email
☐ Website URL(s): _____
☒ Social media websites URL(s): Facebook, Twitter
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☒ Newspapers ☐ Libraries
☐ Legislators ☒ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☒ No ☐

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

10/31/13

CARIE NEPO

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.



FOR IMMEDIATE RELEASE

ECUADOR TO HOST DISCOVER ECUADOR ROADSHOW IN CANADA

April 29, 2013 (Quito, Ecuador) – The Ministry of Tourism for Ecuador has announced that Ecuador will be hosting a four-day roadshow during May 2013. The Ministry of Tourism will be meeting with leading members of the travel trade industry in Toronto, Ottawa, Montreal and Vancouver, Canada, from May 13 – 16.

In each city, Ecuador will hold a "Discover Ecuador" Event and Workshop and would like for you to join in on a day of networking and learning, where you will be briefed on the latest developments in Ecuador with the opportunity to meet with key top tourism suppliers in Ecuador.

In addition to this delegation of tourism suppliers, guests will meet with representatives from the Ministry of Tourism while enjoying a hosted lunch.

The event will showcase all that Ecuador has to offer, from the vibrant metropolis of Guayaquil to the world renowned Galapagos Islands, to the distinctive architecture and colonial charm of Cuenca. Cuenca is a must-see for history buffs; located in the Andean valley, Cuenca has a rich pre-Columbian history, but is best-known for its UNESCO World Heritage historical center. The area has over 52 churches, including the Old Cathedral dating back to 1557 – the year of Cuenca's settlement by the Spanish.

Whether you are seeking a rich cultural offering, an exhilarating adventure or a peaceful beach vacation, you can discover your ideal getaway in Ecuador. Start your discovery – visit www.ecuador.travel.

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FOR IMMEDIATE RELEASE

ECUADOR TO HOST DISCOVER ECUADOR ROADSHOW IN KEY US MARKETS

April 29, 2013 (Quito, Ecuador) – The Ministry of Tourism for Ecuador has announced that Ecuador will be hosting a five-day roadshow during May 2013. The Ministry of Tourism will be meeting with leading members of the travel trade industry in San Francisco, Los Angeles, Chicago, Washington, DC, and New York City from May 20 – 24.

In each city, Ecuador will hold a "Discover Ecuador" Event and Workshop and would like for you to join in on a day of networking and learning, where you will be briefed on the latest developments in Ecuador with the opportunity to meet with key tourism suppliers in Ecuador.

In addition to this delegation of tourism suppliers, guests will meet with representatives from the Ministry of Tourism while enjoying a hosted lunch.

The event will showcase all that Ecuador has to offer, from the vibrant metropolis of Guayaquil to the world renowned Galapagos Islands, to the distinctive architecture and colonial charm of Cuenca. Cuenca is a must-see for history buffs; located in the Andean valley, Cuenca has a rich pre-Columbian history, but is best-known for its UNESCO World Heritage historical center. The area has over 52 churches, including the Old Cathedral dating back to 1557 – the year of Cuenca's settlement by the Spanish.

Whether you are seeking a rich cultural offering, an exhilarating adventure or a peaceful beach vacation, you can discover your ideal getaway in Ecuador. Start your discovery – visit www.ecuador.travel.

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FOR IMMEDIATE RELEASE

ECUADOR MINISTRY OF TOURISM LAUNCHES AGENT SPECIALIST COURSE

June 3, 2013 (Quito, Ecuador) – The Ministry of Tourism for Ecuador has announced the launch of their new Ecuador Specialist program – www.ecuador-specialist.com. Through participation in the program, agents will learn more about the destination in order to provide accurate information and details for their clients. They will also have special access, through an incentive program, to opportunities including FAM trips and giveaways.

The new training program, is launching on the heels of the Discover Ecuador roadshow that allowed Ecuadorian suppliers to connect with 450 travel agents in nine major North American cities including: Toronto, Ottawa, Montreal, Vancouver, San Francisco, Los Angeles, Chicago, Washington D.C. and New York.

The launch of the specialist program is accompanied by the new 2013–14 Ecuador Desk Reference Guide. The guide provides agents and tour operators with a wealth of knowledge on the destination. The content features contact information for North American Tour Operators who sell Ecuador, as well as a detailed list of offerings including information by region, how to sell them and their target markets.

Ecuador offers travelers unique experiences such as classic adventures through the Galapagos, paragliding above the Andean and Coastal regions, motorcycling amidst the winding roads surrounded by volcanoes, and surfing along the Green Pacific Coast. The destination continues to excite travelers with its adventures, traditional values, and modern developments in the year 2013 with its new international campaign, "I Discovered."

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For more information on Ecuador please visit www.ecuador.travel.

To learn more about the Ecuador Specialist Program, please click [here](#). To register for the program please click [here](#).

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FOR IMMEDIATE RELEASE

TREN CRUCERO OFFERS HIGH-END TOURISM TRAIN ROUTES IN ECUADOR

June 4, 2013 (Quito, Ecuador) –Travelers to Ecuador will have the opportunity to explore the destination from a new perspective with the launch of high-end tourism train Tren Crucero from Quito on June 4th.

The train offers stunning panoramic views of landscapes throughout the Andes and coastal regions, journeying nearly 300 miles and ascending up to 3,600 meters in the Ecuadorian Highlands. Tren Crucero itineraries also offer unprecedented access to indigenous communities and rich cultural experiences throughout the region.

The train, operated by Ferrocarriles del Ecuador, offers several routes ranging from 2-4 days, including:

- Quito – Guayaquil (4 days, 3 nights)
- Quito- Alausi (3 days, 2 nights)
- Alausi – Guayaquil (2 days, 1 night)

Accommodations are provided at exclusive properties along the route, including beautiful colonial haciendas and historical estates featuring 600-year old Incan construction.

Visitors will enjoy the scenic routes through the Avenue of the Volcanoes, from beautiful snow-capped mountains to the exotic Cloud Forest. Excursions include visits to the Guamote indigenous market, one of the last authentic markets in the Andes; to a rose plantation with fair trade practices, learning about one of the country's largest exports; and to Cotopaxi National Park, enjoying the scenic landscapes of the 6000-meter Cotopaxi Volcano.

For more information and to begin planning your journey on Tren Crucero, please visit www.ecuadorbytrain.com/trainecuador/crucero.

If you would like to speak with a representative from the Ministry of Tourism for Ecuador, please contact ecuador@aboutdci.com.

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**LEADING INTERNATIONAL HOTEL GROUPS
DEBUT NEW PROPERTIES IN ECUADOR**

Travelers to Ecuador this summer will have more options for upscale accommodations in Guayaquil, the country's leading economic hub, with new properties debuting this month from Wyndham Hotel Group and InterContinental Hotels Group (IHG).

The 179-room Wyndham Guayaquil debuted in early July, the first Wyndham Hotels and Resorts branded property in the country. The hotel is located downtown along the scenic Guayas River, only minutes from the city's iconic Malecon 2000 and major attractions.

In coordination with the hotel's ownership group, Nobis, Wyndham will be developing eight additional hotels in Ecuador over the next decade.

The Holiday Inn Hotel Guayaquil also opened its doors this month, the second property of IHG in Ecuador and the first in Guayaquil. The 122-room hotel is adjacent to the Jose Joaquin de Olmedo International Airport, serving business travelers with easy access to the city's convention center and downtown.

"We are thrilled by the expansion of such distinguished global hotel brands in Ecuador," said Alejandra Zea, Markets Director, Ministry of Tourism of Ecuador. "As connectivity to Guayaquil continues to increase, we look forward to sharing the vibrant culture and rich history of the city with visitors from around the world."

Guayaquil is the country's main port and economic hub. The area boasts significant regional influence in commercial, financial and cultural activities, and serves an important center for Ecuador's manufacturing industries as well as a home to key business enterprises.

IHG also recently announced the development of the Holiday Inn Quito Airport hotel, scheduled to open in 2016, which will serve travelers to the new Mariscal Sucre International Airport in Ecuador's capital.

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**For more information on hotels and travel in Ecuador, please
visit <http://www.ecuador.travel>.**

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**ECUADOR RECOGNIZED AT WORLD TRAVEL AWARDS – CENTRAL AND SOUTH
AMERICA EDITION**

Ecuador was recognized with three awards during the World Travel Awards – Central and South America Gala Ceremony, held July 20 in Lima, Peru. The awards, considered the "Oscars" of the global tourism industry, position Ecuador as a leading destination in Latin America for international tourists.

Quito, the nation's capital, was recognized as the region's Best Tourist Destination. The UNESCO World Heritage destination was selected above leading locales such as Rio de Janeiro, Brazil; Buenos Aires, Argentina; and Santiago, Chile.

"Quito is truly a world-class city, with a beautiful historical center that is among the largest and best preserved in South America," said Alejandra Zea, Markets Director, Ecuador Ministry of Tourism. "We are tremendously honored by this recognition of Ecuador's unique offering, from extraordinary natural wonders to culturally vibrant cities."

The other major wins for Ecuador were within the hotel category. The Finch Bay Eco Hotel in Galapagos was awarded Best Eco-Friendly Hotel, and the award for Best Resort was given to the Arasha Tropical Forest Resort & Spa in Pichincha.

The World Travel Awards were launched in 1993 to recognize, celebrate and reward excellence in the travel, tourism and hospitality industry. Winners were selected by a vote including representatives from the travel industry as well as the general public.

For more information on Ecuador's award-winning destinations, visit www.ecuador.travel.

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FOR IMMEDIATE RELEASE

**GALAPAGOS RECOGNIZED AS TOP ISLAND IN
TRAVEL + LEISURE 2013 WORLD'S BEST AWARDS**

July 22, 2013 (Quito, Ecuador) – The Galapagos Islands in Ecuador have been recognized as the top-ranking island in Travel + Leisure's 18th annual World's Best Awards in the category of Mexico, Central and South America. Recognized for the 4th consecutive year, Galapagos also ranked in the top 10 islands worldwide.

The Galapagos were selected in Travel + Leisure's annual reader poll, which asks voters to rank candidates across several categories to identify the best in travel worldwide. Islands were ranked according to their natural attractions/beaches, activities/sights, restaurants/food, people, and value.

Galapagos received a score of 86.95, retaining the top position in the annual rankings over islands including Ambergris Cay, Belize, and Isla Mujeres, Mexico.

"This award recognizes Ecuador's strong commitment to preserving the extraordinary, delicate biodiversity of the Galapagos Islands," said Alejandra Zea, Markets Director, Ecuador Ministry of Tourism. "Home to unique species such as marine iguanas, giant tortoises and the finches which inspired Charles Darwin, the Galapagos are home to endless natural wonders which we are proud to share with the world."

Galapagos and its natural resources are a World Natural Heritage Site, a distinction awarded by UNESCO in 1979. The Galapagos archipelago is made up of 14 islands and numerous islets lying 600 miles off the Ecuadorian mainland.

Secretary Diego Bassante of the Embassy of Ecuador in Washington D.C. accepted an award honoring this recognition on behalf of Minister of Tourism Vinicio Alvarado at a Gala Dinner and Award Ceremony on July 18th in New York City.

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**MARISCAL SUCRE INTERNATIONAL AIRPORT IN QUITO
DEBUTS NEW INTERNATIONAL LOUNGE**

The travel experience at the new Mariscal Sucre International Airport in Tababela just got a lot more luxurious. The airport recently opened the new international lounge, Lounge Equator, where travelers can relax at an affordable price.

Lounge Equator shares similar amenities to Hall Quito – National VIP Room, the airport's established domestic lounge. In addition to personalized customer service, both lounges feature a variety of snacks and beverages, reading materials, Wi-Fi, cable TV, and free local calls. Travelers in the new international lounge can also enjoy additional perks such as family bathrooms with showers, semi-private rest areas, and a variety of spirits.

Passengers can also enjoy unlimited Ecuadorian cuisine prepared by Chef Pavel Carillo, while frequent flyers can enjoy diverse meals as the menu items change every eight hours.

"The international lounge adds a touch of luxury, comfort, and added value to travelers' experiences," said Alejandra Zea, Markets Director, Ecuador Ministry of Tourism. "This enhancement of the new Mariscal Sucre International Airport complements the world-class service and unique luxury travel experiences that our visitors find throughout Ecuador."

For those passengers who are not traveling business class, access to the international lounge can be purchased for \$28.00 per person.

The Mariscal Sucre International Airport in Quito opened in February 2013.

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For more information on Ecuador's luxury travel experiences, please visit www.ecuador.travel.

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FOR IMMEDIATE RELEASE

VINICIO ALVARADO APPOINTED ECUADOR MINISTER OF TOURISM

July 17, 2013 (Quito, Ecuador) – On June 20, Mr. Vinicio Alvarado was appointed Minister of Tourism by President of Ecuador Mr. Rafael Correa. As head of the Ministry of Tourism, Alvarado is charged with strengthening the image of Ecuador through tourism, recognized as a strategic priority in President Correa's third term.

Minister Alvarado has outlined the five strategic pillars for tourism development, including the enhancement of:

- Security, to gain travelers' trust;
- Quality, to continue the improvement of tourist services;
- Destinations, to highlight the wide variety of experiences that Ecuador offers;
- Connectivity, to generate greater efficiency; and
- Promotion, to increase demand and share the country's offering with tourists worldwide.

He also discussed the development of six programs to strengthen Ecuador's tourist offering, such as the National Program of Tourist Destinations, which will inventory standardized information about the country's attractions, such as services, information offices, trails, and lodging.

Other programs include Tourism Signage, which aims to post 6,000 signs with tourist information by 2016; Excellence in Tourism, featuring training opportunities; and initiatives geared towards providing credit, strengthening institutional structures, and advancing promotion for tourism development.

Alvarado previously served as the Head of the National Secretariat of Public Administration, a position that he has held since 2007. He holds a Masters in Business Administration from the Institute of Business Development and a Doctorate in Social Communication from the National University of Loja, as well as a degree in Social Communication from Vicente Rocafuerte Secular University.

He has extensive professional experience in advertising, having served as President and Creative Director of Advertising at the Agency Creacional, Senior Counsel at McCann Erickson and Publicidad Andina BBDO, and Director of Radio Linda.

Alvarado has also served as Director of the School of Advertising and as a member of the faculty at prestigious centers of higher education in Ecuador.

Former Minister of Tourism, Mr. Freddy Ehlers, has been appointed as Secretary of the Presidential Initiative for Human Development.

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ANAKONDA AMAZON CRUISES LAUNCHED IN JULY

Launched in July, Anakonda Amazon Cruises takes guests on a journey through remote and pristine areas of the Ecuadorian Amazon where few have had the opportunity to travel. During the cruise, visitors will discover the wonders of the jungle and interact with the region's local communities while enjoying the comforts of a five-star boutique hotel in the middle of the Amazon.

The cruise offers flexible travel options with itineraries of four, five, and eight days, each offering memorable excursions such as visits to Yasuni National Park or the Cuyabeno Wildlife reserve. For those who want a closer look at the flora and fauna, Anakonda recently unveiled a "glamping" program, where guests can enjoy camping in the Amazon with the glamorous comforts of gourmet meals, superb amenities and expert nature guides. In addition to glamping, the cruise line is poised to offer more special programs to guests including jungle trekking, natural medicine, and stargazing.

Anakonda Amazon Cruise can accommodate 40 guests onboard and boasts 18 suites all with exterior windows and panoramic views, 14 standard suites with full-size beds that can be converted to a queen-size, and 4 deluxe suites with comfortable balconies in each. The vessel's sun decks, dining room, and lounge are also perfect areas for guests to mingle.

The rates start at \$1,195 for a 4-day/3-night double occupancy itinerary to \$4,254 for an 8-day/7-night trip. Cruises depart from El Coca (a 45-minute flight from Quito).

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Ministry of Tourism of Ecuador Newsletter – Issue #4

Ecuador's extraordinary tourism offering is attracting the attention of major industry forums and partners, with ongoing infrastructural enhancements and recent recognition by Travel + Leisure and the World Travel Awards. Read on to learn more about the latest developments – and the many reasons Ecuador is recognized as a leading destination in South America!

WYNDHAM AND IHG DEBUT NEW PROPERTIES IN ECUADOR

Travelers to Ecuador this summer will have more options for upscale accommodations in Guayaquil, the country's main port and leading economic hub, with new properties debuting from Wyndham Hotel Group and InterContinental Hotels Group (IHG).

The 179-room Wyndham Guayaquil debuted in early July, located downtown along the scenic Guayas River, only minutes from some of the city's major attractions. Wyndham will be developing eight additional hotels in Ecuador over the next decade.

The Holiday Inn Hotel Guayaquil opened its doors this month, the second property of IHG in Ecuador and the first in Guayaquil. The 122-room hotel is adjacent to the Jose Joaquin de Olmedo International Airport, serving business travelers with easy access to the city's convention center and downtown. IHG also recently announced the development of the Holiday Inn Quito Airport hotel, scheduled to open in 2016.

GALAPAGOS RECOGNIZED AS TOP ISLAND IN TRAVEL + LEISURE 2013 WORLD'S BEST AWARDS

The Galapagos Islands have been recognized as the top-ranking island in Travel + Leisure's 18th annual World's Best Awards in the category of Mexico, Central and South America. Recognized for the 4th consecutive year, the Galapagos also ranked in the top 10 islands worldwide. The islands were ranked according to their natural attractions/beaches, activities/sights, restaurants/food, people, and value.

Galapagos and its natural resources are a World Natural Heritage Site, a distinction awarded by UNESCO in 1979. The Galapagos archipelago is made up of 14 islands and numerous islets lying 600 miles off the Ecuadorian mainland.

ECUADOR RECOGNIZED AT WORLD TRAVEL AWARDS – CENTRAL AND SOUTH AMERICA EDITION

Ecuador was recognized with three awards during the World Travel Awards – Central and South America Gala Ceremony, held July 20, in Lima, Peru. The awards, considered the "Oscars" of the global tourism industry, position Ecuador as a leading destination in Latin America for international tourists.

Quito, the nation's capital, was recognized as the region's Best Tourist Destination. The other major wins for Ecuador were within the hotel category; the Finch Bay Eco Hotel in

Galapagos was awarded Best Eco-Friendly Hotel, and the award for Best Resort was given to the Arasha Tropical Forest Resort & Spa in Pichincha.

The World Travel Awards were launched in 1993 to recognize, celebrate and reward excellence in the travel, tourism and hospitality industry. Winners were selected by a vote including representatives from the travel industry as well as the general public.

MARISCAL SUCRE INTERNATIONAL AIRPORT IN QUITO DEBUTS NEW INTERNATIONAL LOUNGE

The travel experience at the new Mariscal Sucre International Airport in Tababela – opened in February 2013 – just got a lot more luxurious, with the debut of a new international lounge where travelers can relax at an affordable price.

The lounge features a variety of snacks and beverages, reading materials, Wi-Fi, cable TV, and free local calls. Travelers in the new international lounge can also enjoy additional perks such as family bathrooms with showers, semi-private rest areas, and a variety of spirits. Passengers can also enjoy unlimited Ecuadorian cuisine prepared by Chef Pavel Carillo, while frequent flyers can enjoy diverse meals as the menu items change every eight hours.

For those passengers who are not traveling business class, access to the international lounge can be purchased for \$28.00 per person.

WHALE WATCHING, A POPULAR SUMMER EXCURSION FOR VISITORS TO ECUADOR'S PACIFIC COAST

Travelers to Ecuador this summer shouldn't miss the extraordinary whale-watching experiences along the country's Pacific coastline. Ecuador boasts some 28 species of whales and dolphins, about 30 percent of all cetacean species reported worldwide. Between the months of June to October, the warm waters off Ecuador's coast become a breeding ground for Humpback whales, offering spectacular views for visitors. Whale watching tours can be found through tour companies throughout Ecuador's coastal destinations, usually lasting for about half a day at costs ranging from \$20 to \$25.

REGISTER FOR NEW ECUADOR SPECIALIST TRAINING PROGRAM

Don't forget to sign up for the new Ecuador Specialist Program and become eligible to win prizes, including:

- **MONTHLY SALES CONTEST:** The top sales producer of the month will receive a **\$250 gift card!** Each month offers a new chance to win, so be sure to register and enter your bookings.
- **QUARTERLY SALES DRAWING:** This quarter's winner will receive a **FREE TRIP to Ecuador** for two, courtesy of the Ecuador Ministry of Tourism and partners including Latour and LAN Airlines.

Don't forget to check back at www.ecuador-specialist.com to complete the course and enter to win!

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GUAYAQUIL LAUNCHES TOURISM PROMOTION CAMPAIGN

The Guayaquil Municipal Department of Tourism and Civic Promotion has launched a new promotional campaign around the slogan "Guayaquil is My Destination," announced on July 31. The core objective of the campaign, led by Gloria Gallardo, Director of Tourism and Civic Promotion, is to strengthen the city as a national and international tourist destination.

The purpose of this effort is to spotlight Guayaquil's wide variety of attractions, such as the Malecón 2000 overlooking the Guayas River, Guayaquil's pristine gardens and surrounding hills, historic monuments, and parks. The Guayaquil Lighthouse, located atop Cerro Santa Ana, is the official symbol of the campaign.

The initiative will be promoted through international television spots, and the council is slated to launch a full campaign website to share information about Guayaquil with travelers worldwide. Additionally, city guides will be made available to visitors through taxi drivers, hotels and tour guides.

"Each year more than 1.2 million people visit Guayaquil. This city is already a popular destination and this new campaign shows our continued efforts to build awareness and attract new visitors to the area," said Alejandra Zea, Markets Director, Ecuador Ministry of Tourism.

Guayaquil is the country's main port and economic hub, boasting significant regional influence in commercial, financial and cultural activities. The largest city in Ecuador, Guayaquil offers a vibrant cultural scene including museums and shops and a charming historic district.

For more information or to plan your visit to Guayaquil, visit www.ecuador.travel.

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MIRA CANTON, ECUADOR, INVITES TRAVELERS TO JOIN IN 33RD ANNIVERSARY CELEBRATIONS

Mira Canton in Ecuador celebrates the 33rd anniversary of the Canton's founding on August 18 with festivities throughout the month, welcoming visitors to join in the celebration. The municipality, located in Carchu province near the Ecuador-Colombia border, is leveraging the occasion to showcase Mira's extensive natural and cultural tourism offering to travelers from around the world.

A small region of only 13,000 inhabitants, Mira offers a surprisingly wide variety of travel experiences, including 23 cultural attractions and 19 natural destinations. Among these, visitors will find stunning Andean views, colonial haciendas, religious tours, and historical monuments.

Nature enthusiasts will enjoy breathtaking waterfalls and forest landscapes, diverse flora and fauna, and outdoors activities ranging from hiking and horseback riding to kayaking and rafting, or even traveling by cable car across the Mira River.

Mira is also widely known for its lively traditional markets, recognized throughout the country for high-quality woolens. Other unique activities include ecotourism and agritourism, through which travelers can explore the biodiversity of the Andean cloud forests or the heritage of local educational farms.

Mira is located a three-hour drive from Quito, and only one hour from Ibarra, the capital of nearby Imbabura Province.

For more information on Ecuador's heritage destinations, visit www.ecuador.travel.

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SHERATON INTERNATIONAL DEVELOPING AIRPORT HOTEL IN QUITO

Sheraton International is developing a new property at Quito's recently opened Mariscal Sucre International Airport, airport representatives recently announced.

The airport hotel will have 140 rooms, restaurants and lounges, spanning an area of 15,750 square feet. Andrew O'Brien, President of Quiport, reported that the property is being built in coordination with real estate developer ProNobis Ecuador.

InterContinental Hotels Group (IHG) in June announced the development of the Holiday Inn Quito Airport hotel, scheduled to open in 2016, also serving travelers to the new airport in Ecuador's capital.

The Mariscal Sucre International Airport in Quito opened in February 2013.

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For more information on Ecuador please visit <http://www.ecuador.travel>.

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FOR IMMEDIATE RELEASE

**ECUADOR'S CRUISE OFFERING EXPANDS
WITH GALAPAGOS-AMAZON PACKAGES**

September 30, 2013 (Quito, Ecuador) – Ecuador's cruise offering continues to expand with the launch of a new combination package from Surtrek. The offer includes a cruise to the Galapagos Islands on the Treasure of Galapagos, a Galapagos diving cruise on the Buddy, and a cruise along the Napo River in the Amazon, aboard the Anakonda.

The Treasure of Galapagos is a first-class yacht offering unique tours to explore the exceptional flora and fauna of the world-famous islands. The Wolf and Darwin Buddy Yachts allow travelers to explore the underwater wonders of the islands' marine reserve.

The package also allows visitors to experience the M/V Anakonda Amazon River Cruise, the only luxury cruise in the waters of the Ecuadorian Amazon. On this cruise, travelers explore remote and pristine areas of the Amazon while enjoying the comfort, facilities and service of a 5-star boutique hotel.

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For more information on Ecuador packages with Surtrek, check out <http://www.surtrek.com/ecuador-tours-travel.html>.

To learn more about the wonders awaiting you in Ecuador, please visit <http://www.ecuador.travel>!

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FOR IMMEDIATE RELEASE

ECUADOR ELECTED TO UNWTO EXECUTIVE COUNCIL

September 16, 2013 (Quito, Ecuador) – Ecuador has been elected to the Executive Council of the United Nations World Tourism Organization (UNWTO) for the period 2014 to 2017.

The selection was announced during the 21st Session of the UNWTO General Assembly and the 56th Meeting of the UNWTO Commission for the Americas, which concluded on August 29 at Victoria Falls, located on the border between Zambia and Zimbabwe.

Ecuador successfully completed the final stage of the selection process, obtaining the highest vote among the five countries which submitted their candidacy for the three available seats.

"Ecuador is honored to join this distinguished council towards the promotion of responsible, sustainable and universally accessible tourism," said Luis Falconí, Vice Minister, Ministry of Tourism. "Conscious tourism is a guiding principle in Ecuador's tourism industry, and we look forward to our continued collaboration with the innovators and visionaries of this organization."

The Executive Council is the highest decision-making body of the UNWTO, tasked with taking all necessary measures for the implementation of decisions and recommendations of the General Assembly.

The session was chaired by UNWTO Secretary General Taleb Rifai, with the participation of 156 Ministers and High Authorities of Tourism of the member states of the organization.

During the meeting, global tourism authorities also discussed the state of the tourism sector worldwide as well as the events related to the upcoming celebration of World Tourism Day, to be held on September 27 in Maldives, with the theme "Tourism and Water: Protecting our Common Future."

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ECUADOR TO QUADRUPLE TOURISM FUNDING

The Government of Ecuador is slated to increase the country's annual tourism budget from \$40 million to \$150 million, Minister of Tourism Vinicio Alvarado announced last week during TravelMart Latin America, the leading regional tourism industry conference which was hosted in Quito.

In order to implement the policies needed for Ecuador to solidify its position as a regional tourism power, the Ecuador Ministry of Tourism is aiming to quadruple its resources. This budget will include funding for infrastructural developments such as roads, ports, and airports, which will exceed direct tourism investment.

Minister Alvarado also announced that Ecuador will receive an estimated 1.36 million tourists by the end of 2013. The number of tourists visiting Ecuador has increased at an average rate between 7 and 8 percent in recent years.

The Minister also discussed priority regional markets for tourism development, including the United States, Colombia and Peru. The Ministry continues to explore the growth potential for markets including Canada, Argentina, Brazil, China, and Europe.

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For more information on Ecuador please visit <http://www.ecuador.travel>.

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FOR IMMEDIATE RELEASE

**QUITO, ECUADOR, WELCOMES 1,000 DELEGATES TO
37TH ANNUAL TRAVELMART LATIN AMERICA**

September 17, 2013 (Quito, Ecuador) – 1,000 Travel Industry Professionals from forty-four (44) Countries including Buyers from global markets and Suppliers from every Latin America Country are attending the 37th Annual TravelMart LatinAmerica in Quito, Ecuador, September 18 to 20. Over 7,000 appointments between Buyers and Suppliers have already been pre-scheduled, and many more will be arranged "on-site" during the two days of business sessions being held at Centro de Eventos Bicentenario.

Over 320 "Buyers" from global markets will be meeting "Suppliers" from every Latin America Country during three days of carefully structured business and social activities. The focal point of TravelMart LatinAmerica is the two days dedicated exclusively to pre-scheduled business appointments at Centro de Eventos Bicentenario, located at the old international airport and new Parque Bicentenario. Other activities include a Welcome Reception at the Chimbacalle Train Station sponsored by Ecuador Love Life (Ecuador Ministry of Tourism); Lunches hosted by Ecuador Love Life, and Ministry of Culture & Tourism of Salta Argentina; Marketplace Café hosted by Quito Turismo and LATAM Airlines Group; Happy Hour Cocktail sponsored by Metropolitan Touring; and the Closing/Farewell Reception at Yaku Water Museum hosted by Quito Turismo, Avianca, and Kleintours.

TravelMart LatinAmerica was first held in Lima 1978, and this will be the 5th time that this prestigious business development Event for Latin America tourism is returning to Quito. TravelMart LatinAmerica was last held in Quito five (5) years ago in 2008. Last year's TravelMart LatinAmerica was held in Cartagena, Colombia.

The TravelMart LatinAmerica Buyers and Suppliers are staying at Host Hotels in Quito including Alameda Hotel Mercure, Café Cultura, Casa Gangotena, Dann Carlton, Hilton Colon, Holiday Inn Express, Hotel Quito, JW Marriott, La Casona de La Ronda, Le Parc, Nu House, Patio Andaluz, Plaza Grande, Radisson, and Swissotel.

320 Travel Industry "Buyers" from the world's most important markets, including the United States, Canada, Europe, Asia, and the Pacific, and over 250 Supplier Companies from all Latin America destinations are attending. International Travel Industry Journalists also participate. The exclusive William H. Coleman, Inc. "Select-Match" pre-scheduled appointments system has already arranged over 7,000 meetings between "Buyers and Suppliers", and more meetings will be arranged "on-site" during the business sessions. TravelMart LatinAmerica Supplier attendance is once again "sold out" to make sure that all delegates have a productive and enjoyable experience.

This year's TravelMart LatinAmerica is sponsored by a long list of distinguished Travel Industry Leaders including: Ecuador Love Life, Quito Turismo, LATAM Airlines Group, Ministry of Culture & Tourism of Salta Argentina, Tren Ecuador, Metropolitan Touring, Avianca, Kleintours, Delta Air Lines, Rainforest Alliance, Latin America Travel Association

(LATA), and Adventure Travel Trade Association (ATTA). Many of the TravelMart LatinAmerica delegates will be visiting tourism sites in Quito and throughout Ecuador by participating in special Pre and Post Tours. LATA Airlines Group (LAN & TAM), the Official TravelMart LatinAmerica Host Airline, provided special discounted air fares for registered delegates. Other participating airlines included Avianca, Copa, American Airlines, and Delta Air Lines that also offered discounted air fares.

Quito Turismo is hosting a group of 80 Buyers who arrived in Quito a day early for special city tours and activities. All TravelMart LatinAmerica delegates will receive a "VIP Insider's Guide" featuring recommendations about special things to see and do in Quito and Ecuador. Based on input from Ecuador Suppliers, and edited by respected Travel Industry journalist Carla Hunt, the VIP Insider's Guide is published by William H. Coleman, Inc., and it is available on the TravelMart LatinAmerica web site: www.travelmartlatinamerica.com/webapp/pdfdocs/Quito-VIPInsiderGuide2013.pdf.

Irma Coleman, President & CEO of William H. Coleman, Inc., the TravelMart LatinAmerica organizing company, said: "This is an excellent opportunity for Buyers and Suppliers to personally experience what makes Ecuador one of the world's favorite destinations. Mrs. Coleman also added: "It has been a delight for us to have the support of the Quito and Ecuador Tourism Professionals who have been working very hard for over two (2) years to make this Event successful."

TravelMart LatinAmerica is produced and managed by William H. Coleman, Inc., an international events management firm headquartered in Jacksonville, Florida, USA with offices in Toronto, Canada, and London, England. TravelMart LatinAmerica 2014 will be held in Salta, Argentina. Information and registration details are available on the official web site: www.travelmartlatinamerica.com; e mail: sales@whcoleman.com.

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FOR IMMEDIATE RELEASE

ECUADOR TO HOST DISCOVER ECUADOR ROADSHOW IN CANADA

April 29, 2013 (Quito, Ecuador) – The Ministry of Tourism for Ecuador has announced that Ecuador will be hosting a four-day roadshow during May 2013. The Ministry of Tourism will be meeting with leading members of the travel trade industry in Toronto, Ottawa, Montreal and Vancouver, Canada, from May 13 – 16.

In each city, Ecuador will hold a "Discover Ecuador" Event and Workshop and would like for you to join in on a day of networking and learning, where you will be briefed on the latest developments in Ecuador with the opportunity to meet with key top tourism suppliers in Ecuador.

In addition to this delegation of tourism suppliers, guests will meet with representatives from the Ministry of Tourism while enjoying a hosted lunch.

The event will showcase all that Ecuador has to offer, from the vibrant metropolis of Guayaquil to the world renowned Galapagos Islands, to the distinctive architecture and colonial charm of Cuenca. A major port city, Guayaquil offers much more than a connection to the Galapagos. The destination boasts beautiful town squares and a rich cultural offering, from world-class bars and restaurants to art galleries and museums.

Cuenca is a must-see for history buffs; located in the Andean valley, this city has a rich pre-Columbian history, but is best-known for its UNESCO World Heritage historical center. The area has over 52 churches, including the Old Cathedral dating back to 1557 – the year of Cuenca's settlement by the Spanish.

Whether you are seeking a memorable cultural offering, an exhilarating adventure or a peaceful beach vacation, you can discover your ideal getaway in Ecuador. Start your discovery – visit www.ecuador.travel.

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ECUADOR HITS THE ROAD FOR SHOWS IN CANADA IN UNITED STATES

Ecuador will be hosting a four-day roadshow in Canada and a five-day show in the United States throughout May 2013. The Ministry of Tourism will be meeting with leading members of the travel trade industry in Toronto, Ottawa, Montreal and Vancouver, Canada, from May 13 – 16, and San Francisco, Los Angeles, Chicago, Washington DC and New York from May 20-24.

In each city, Ecuador will hold a "Discover Ecuador" Event and Workshop and would like for you to join in on a day of networking and learning, where you will be briefed on the latest developments in Ecuador with the opportunity to meet with key top tourism suppliers in Ecuador.

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FOR IMMEDIATE RELEASE

ECUADOR AMONG LEADING LUXURY TRAVEL DESTINATIONS FOR 2013

May 3, 2013 (Quito, Ecuador) – The Ministry of Tourism for Ecuador reports that the country has been recognized as a leading luxury travel destination for 2013 by the exclusive Virtuoso travel network.

Ecuador's distinctive luxury offering showcases the country's abundant biodiversity and rich cultural heritage, positioning the destination among the top 20 most popular emerging destinations in a recent survey of Virtuoso's member travel advisors.

Visitors can experience the Ecuadorian Amazon while enjoying the comforts of the destination's high-end eco-hotels. From bird-watching to canopy tours, travelers have the opportunity to explore the country's diverse flora and fauna on exclusive jungle excursions.

Visitors can also enjoy Ecuador's Spanish colonial haciendas, which offer an escape from the bustle of the major cities and a glimpse of life in the Ecuadorian highlands. Many of the haciendas are still working farms, offering fresh, savory fine dining in luxurious accommodations, as well as a number of activities including horseback riding and visits to local artisan markets.

Ecuador was also recognized among the top 20 most popular adventure travel destinations, with the Galapagos ranking 3rd worldwide and the leading adventure travel destination in Latin America. From paragliding above the Andean regions to mountain biking down volcanoes, thrill seekers and nature lovers will discover abundant options to explore.

The Galapagos Islands were recognized among the top 20 most popular international leisure destinations, as well as the 6th most popular emerging destination and 5th most popular destination for family travel.

Ecuador was previously recognized by Virtuoso Life among the "25 Must-See Destinations for 2013."

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For more information on Ecuador please visit <http://www.ecuador.travel>.

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About Virtuoso

Virtuoso is an exclusive network of 340 independent leisure-focused travel agencies in 20 countries. Leveraging more than \$9.6 billion in annual buying power, Virtuoso holds

exclusive agreements with the world's leading hotels, resorts, spas, cruise lines, tour companies, rail lines, airlines and ground operators. Utilizing a Virtuoso advisor to arrange upscale leisure travel automatically entitles clients to complimentary upgrades, amenities, privileged access opportunities, and private events at many top international and domestic destinations. For more information, please visit www.virtuoso.com.

ECUADOR MINISTRY OF TOURISM CONCLUDES SUCCESSFUL CANADIAN TOUR

May 17, 2013 (Quito) – The Ministry of Tourism for Ecuador has announced the successful conclusion of the Discover Ecuador Roadshow which traveled across key Canadian markets. Ministry officials met with leading members of the travel trade industry in Toronto, Ottawa, Montreal and Vancouver throughout the week, showcasing the latest developments in Ecuador's tourism industry. The event also featured 12 top suppliers from the country, representing a diverse offering from the world-renowned Galapagos Islands to the Andes and the Amazon.

The Discover Ecuador event generated strong interest in the Canadian market with approximately 50 industry professionals in attendance for each session, reaching nearly 200 agents and operators throughout the country.

In the coming week, the Ministry of Tourism will meet with key industry representatives throughout the U.S. market in a five-city roadshow, including San Francisco, Los Angeles, Chicago, Washington DC, and New York.

For more information or to explore the magical experiences awaiting you in Ecuador, visit <http://ecuador.travel/>.

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ECUADOR MINISTRY OF TOURISM CONCLUDES SUCCESSFUL U.S. TOUR

May 24, 2013 (Quito) – The Ministry of Tourism for Ecuador has announced the successful conclusion of the Discover Ecuador Roadshow which traveled across key U.S. markets. Ministry officials met with leading members of the travel trade industry in San Francisco, Los Angeles, Chicago, Washington DC, and New York throughout the week, showcasing the latest developments in Ecuador's tourism industry. The event also featured 18 top suppliers from the country, representing a diverse offering from the world-renowned Galapagos Islands to the Andes and the Amazon.

The Discover Ecuador event generated strong interest in the U.S. market with approximately 50 industry professionals in attendance for each session, reaching over 250 agents and operators throughout the country.

The events followed a wide-reaching four-city roadshow in Canada last week, with Ministry of Tourism representatives meeting key industry representatives in Toronto, Ottawa, Montreal and Vancouver.

For more information or to explore the magical experiences awaiting you in Ecuador, visit <http://ecuador.travel/>.

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FOR IMMEDIATE RELEASE

ECUADOR HOSTS DISCOVER ECUADOR ROADSHOW IN KEY CANADIAN MARKETS

May 13, 2013 (Quito, Ecuador) – The Ministry of Tourism for Ecuador is meeting with leading members of the national travel trade industry this week during a four-day Canadian roadshow.

The roadshow is focused on the latest updates within Ecuador's tourism industry as well as the destination's leadership within the industry worldwide. From exhilarating adventure treks to luxurious colonial haciendas, savory cuisine and rich history and culture, Ecuador offers something for every type of traveler – in fact, the destination has been named among the top 20 most popular emerging destinations for 2013 by luxury travel network Virtuoso.

Ecuador has an extensive cultural and natural offering, with extraordinary biodiversity from the Galapagos Islands to the Amazon. The Amazon region's rivers, lakes, streams and wetlands are home to over 600 species of fish and over 250 amphibians and reptiles.

Travelers can experience these natural wonders across the country; hikers and trekkers should not miss the Andean parks, while wildlife and nature enthusiasts will enjoy the extensive reserves of the jungle. The coastal areas showcase Ecuador's rich marine life, with the thrill of whale watching, and the Galapagos Islands offer some of the richest natural experiences on earth.

Ecuador has celebrated its extensive cultural and natural offering by pioneering the concept of Conscious Tourism, promoting sustainability and ethics in the industry worldwide. Visitors to Ecuador can enjoy rich cultural experiences through community tourism, exploring the local way of life of native groups with dancing and music, handicrafts, and traditional rites. This unique tourist offering promotes peace, respect and love of life through tourism – the basic tenets of Conscious Tourism.

Canadian tourists are increasingly drawn to this dynamic nature and adventure offering. The number of Canadian tourists to Ecuador has exhibited dramatic growth in recent years, with a strong increase each year since 2009 and over 8.6% growth in 2012.

The roadshow is visiting prominent industry representatives in Vancouver, Toronto, Ottawa and Montreal throughout the week.

Whether you are seeking a memorable cultural offering, an exhilarating adventure or a peaceful beach vacation, Ecuador can host your ideal getaway. Find out more at www.ecuador.travel.

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FOR IMMEDIATE RELEASE

ECUADOR HOSTS DISCOVER ECUADOR ROADSHOW IN KEY U.S. MARKETS

May 20, 2013 (Quito, Ecuador) – The Ministry of Tourism for Ecuador is meeting with leading members of the national travel trade industry this week during a five-day U.S. roadshow.

The roadshow is focused on the latest updates within Ecuador's tourism industry as well as the destination's leadership within the industry worldwide. From exhilarating adventure treks to luxurious colonial haciendas, savory cuisine and rich history and culture, Ecuador offers something for every type of traveler – in fact, the destination has been named among the top 20 most popular emerging destinations for 2013 by luxury travel network Virtuoso.

Ecuador has an extensive cultural and natural offering, with extraordinary biodiversity from the Galapagos Islands to the Amazon. The Amazon region's rivers, lakes, streams and wetlands are home to over 600 species of fish and over 250 amphibians and reptiles.

Travelers can experience these natural wonders across the country; hikers and trekkers should not miss the Andean parks, while wildlife and nature enthusiasts will enjoy the extensive reserves of the jungle. The coastal areas showcase Ecuador's rich marine life, with the thrill of whale watching, and the Galapagos Islands offer some of the richest natural experiences on earth.

Ecuador has celebrated its extensive cultural and natural offering by pioneering the concept of Conscious Tourism, promoting sustainability and ethics in the industry worldwide. Visitors to Ecuador can enjoy rich cultural experiences through community tourism, exploring the local way of life of native groups with dancing and music, handicrafts, and traditional rites. This unique tourist offering promotes peace, respect and love of life through tourism – the basic tenets of Conscious Tourism.

US tourists are increasingly drawn to this dynamic nature and adventure offering. The number of US tourists to Ecuador has remained constant in recent years, with nearly 3 percent growth in 2012.

The roadshow is visiting prominent industry representatives in San Francisco, Los Angeles, Chicago, Washington, DC, and New York throughout the week.

Whether you are seeking a memorable cultural offering, an exhilarating adventure or a peaceful beach vacation, Ecuador can host your ideal getaway. Find out more at www.ecuador.travel.

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RUTA DE LAS CASCADAS/ROUTE OF THE WATERFALLS

In the small town of Baños, south of Quito in the center of Ecuador, visitors will be in awe of the Ruta de las Cascadas, or "*Route of the Waterfalls*."

Can you imagine discovering a series of jaw-dropping waterfalls within a journey of only fifteen miles? Baños is home to more than sixty! Along the way, travelers will also find enchanting nature trails – the path to Rio Verde boasts orchids and exuberant vegetation – in addition to suspension bridges alongside spectacular waterfall views.

The trip can be made by car, motorbike, bicycle or – the traditional way – *la chiva*, a rustic artisan bus used in rural regions of Ecuador.

LLANGANATES NATIONAL PARK

Llanganates, Quechua for "*beautiful mountain*," is a national park located in a protected area in Ecuador within the provinces of Cotopaxi, Napo, Pastaza and Tungurahua, over long Andean and Amazonian regions. The park is divided into two ecological zones, the western and the eastern.

In the park's western regions, visitors will find a wild landscape of high mountain peaks and valleys, populated mainly by camels as *vicuna*, *llamas* and *alpacas*. The eastern area, located on the eastern slopes of the Andes, offers forests with rich biodiversity of plants and animals. The area has little tourism infrastructure, so it is recommended to plan ahead, hire a local guide and be prepared to explore on foot.

The Incas used Llanganates as mining area, where they extracted gold from the mountains and created a road infrastructure of which traces are still visible today. According to local legend, the Incan treasure was hidden in the mountains with the arrival of the conquistadors. Adventurers and explorers have been searching for the legendary fortunes since colonial times, but so far none of the expeditions has disturbed the ancient treasure.

THE MANATEE'S ROUTE

The Manatee Amazon Explorer journeys the diverse ecosystems and awe-inspiring wilderness of the Ecuadorian Amazon, visiting such protected areas as Yasuni National Park, Cuyabeno Wildlife Reserve, and Limoncocha Biological Reserve. The river cruise combines adventure and luxury – travelers can experience the wonders of one of the most biodiverse places on the planet without sacrificing comfort!

Visitors aboard the Manatee Amazon Explorer will discover captivating history and incredible landscapes while observing the amazing flora and fauna of the region. A great variety of exotic birds, Pink River Dolphins, Common Squirrel Monkeys, Water Monkey Fish and White Caiman are just some of the species that can be seen – and some visitors might be lucky enough to swim with piranhas! Travelers will also enjoy authentic cultural encounters with locals sharing their everyday lives.

CAJAS NATIONAL PARK

Cajas National Park, located within the UNESCO World Biosphere Reserve of Macizo de Cajas, is a national park in the Ecuadorian highlands, located about 15 miles west of Cuenca. The park spans more than 29,000 hectares, with a variety of landscapes where visitors can enjoy hiking, camping, rock climbing, fishing, and mountain biking.

A wildlife and birding paradise known for endemic north-Andean species, Cajas National Park is also a great place to capture the essence of the Andes with a photo tour. The representative local fauna are rabbits, ducks and trout, but visitors may also find white-tailed deer, spectacled bears or pumas. Among the most important birds are the caracaras, condors, Andean toucans, and Andean gulls.

Sangay National Park

The Sangay National Park, located in the Cordillera Oriental region of the Andes, in central Ecuador is one of the country's most unique destinations. The park is a thrilling combination of cultural heritage and eco-tourism. During a visit, you can experience tropical rainforests and glaciers, the thermal springs of El Placer, and the ruins of Ingapirca at the edge of the park. Listed as a UNESCO World Heritage Site since 1993, Sangay National Park is a must-visit destination with a myriad of activities for guests. The park has three volcanoes: Tungurahua (5,016 m) and El Altar (5,139 m) to the north-west and Sangay (5,230 m) located in the center of the park. Tungurahua and Sangay are both active and the latter frequently ejects hot rocks and tephra. If you want a challenging trek, visit Volcán El Altar, which has nine peaks around a crater lake and can be accessed from Riobamba. Trekkers and birdwatchers not only enjoy nature's spectacular views, but if they are lucky they might come across 300 bird species, or other exceptional animals such as spectacled bears and mountain tapir.

Vilcabamba

It's easy to be enchanted by Vilcabamba, a stunning, tranquil, mountainous village known for its perfect year-round weather. If you appreciate relaxation and culture during your travels, then this Ecuadorian village will exceed your expectations. A visit to Vilcabamba should include horseback riding to the Podocarpus National Forest, celebrated for its waterfalls and lush rainforest trails, and a ride to the sacred mountain of Mandango. If you prefer bike riding, there are numerous options for bicycle and walking tours to breathtaking waterfalls and rich forests that have fascinating biodiversity. Other noteworthy attractions in the area include, exploring the hummingbird garden, a visit to the botanical garden in Loja, and an excursion to the cacao-growing town of Zamora in the Northeast. During your days of adventure, be sure to partake in the multitude of delicious locally-grown food options available all over town.

Antisana Ecological Reserve

The Antisana Ecological Reserve provides visitors with one of the finest ecotourism experiences in the world. The reserve, which is one of 33 protected areas of Ecuador, is easily accessible and within a short drive from south-eastern Quito. Its astonishing biodiversity in flora and fauna and complex ecosystems make it a must-see destination.

~~Antisana Ecological Reserve exists comfortably between the provinces of Pichincha and~~ Napo, and throughout an hour's drive, you will be immersed in the idyllic scenery of rocky peaks, glaciers, and superb mountain views. Although the Antisana Volcano is the main attraction, visitors also come for the opportunity to see endangered birds such as the condor, the black-faced ibis, and the torrenteros ducks who call the reserve home. A visit to the Antisana Ecological Reserve is pure delight to the senses.

Isla de la Plata

Isla de la Plata is a quaint, small island off the coast of Manabí, Ecuador. You can get to the island by boat via Puerto López, and you might even enjoy some spectacular views of humpback whales along the way. Although small in size, the island has a lot to offer in the way of diverse marine wildlife and extraordinary species. Get up close and personal with unique species such as blue-footed boobies and the waved albatrosses, or take a guided tour along various hiking trails. Although Isla de la Plata is often compared to other areas in Ecuador, this charming little island has its own special gems that can only be experienced during a visit!

Cotacachi Cayapas Ecological Reserve

Cotacachi Cayapas Ecological Reserve is an eco-tourist's gem located just 87 miles from Quito. The reserve is rich in biodiversity and is particularly important because it protects one of Ecuador's coastal rainforests. With 10 unique ecological zones that extend from the heights of the Sierra Mountains to part of the Esmeraldas region, visitors will enjoy the brilliant landscapes and the diverse protected plant and animal species in the area. In addition to this extraordinary biodiversity, the reserve is also home to prized lakes and rivers, including Cuicocha Lake – located in a volcanic crater over 650 deep! So whether you'd like take in the sights, swim in the lake, or participate in a scenic hike, Cotacachi Cayapas Ecological Reserve has a little something for everyone.

For more information, please visit www.ecuador.travel.

Otavalo

Otavalo, located in the province of Imbabura, has a strong cultural heritage that makes it a must-visit destination. Just a 2 hour drive north of Quito, this area is most famous for its traditional market, considered one of the largest South American markets for local artisans. Spring-like weather makes Otavalo a great vacation spot year-round, where visitors will find indigenous handicrafts, one-of-a-kind handmade textiles, and a plethora of local spices and food. Although the market is one of Otavalo's most popular attractions, visitors should also visit the nearby villages to peruse ancient crafts and textiles, and shouldn't miss the nearby San Pablo and Yahuarcocha lakes!

For more information, please visit www.ecuador.travel.

Riobamba

Located in central Ecuador's Chimborazo province, Riobamba is a delightfully old-fashioned city surrounded by the magnificent mountains of El Altar, Carihuairazo, Tungurahua and Cubillín Quilimas. Though known for its slow pace, this locale has plenty of sights and activities for visitors. The streets of Riobamba are lined with 18th and 19th century stone building and guests can visit quaint shops, colonial buildings, restaurants, theaters, cathedrals, and parks. Located just twenty-eight kilometers from Riobamba is Ecuador's highest peak, an ideal site for more active visitors who are interested in hiking or mountain biking. Whether you intend to have a leisurely visit to the city or an action-filled adventure on unique mountain trails, Riobamba is the perfect blend of a city and nature destination!

Guayaquil

Don't let Guayaquil's laid-back coastal vibe deceive you – there's a lot of business conducted in Ecuador's coastal economic hub. Guayaquil is Ecuador's main port, the center of the country's manufacturing industry, and the ideal setting for meetings and conferences. The city is well-equipped to welcome business travelers and conference-goers with its newly built convention center and revitalized business district. Leading hoteliers from around the world have taken note and Guayaquil is now home to some of the world's most renowned hotel brands with top-of-the line meeting facilities. Once you've taken care of business, kick-back and get a taste of Old Guayaquil's original neighborhoods such as Las Peñas. Explore the Guayaquil Heritage Park or visit Cerro Santa Ana to take in the impressive views of vibrant houses built on the hillside. Lastly, fulfill your retail appetite at a number of local shops carrying artisan wares and then cap off your day with a walk along the riverside.

Puyo

Puyo, the capital of Pastaza, is located in the northern Ecuadorian Amazon. Visitors will instantly fall in love with Ecuador's largest jungle town, a place that is full of lush flora, abundant vegetation, breathtaking waterfalls, and treasured indigenous villages. The locale offers a variety of watersport activities, hiking and mountain biking trails, and cultural attractions. Jardín Botánico las Orquídeas is a must-visit botanical garden where visitors will find beautiful plants and exquisite orchids. Nature enthusiasts will enjoy the Parque Omaere, located close to the city center. The ethno-botanical park provides tours led by indigenous guides to educate visitors about the rainforest and its unique vegetation. After you have explored to your heart's content, you can rely on a good night's rest at any of Puyo's local hotels tucked away in the lap of the jungle.

Baños

Baños is a quaint city in the Andean highlands of Ecuador and a gateway town into the jungle through Puyo and Misahuallí. This destination is best-known for its thermal springs and hot baths, such as Las Piscinas de La Virgen, an important fixture within the community, built in 1928. Although popular among tourists, local Ecuadorians also love to visit this city. From volcano watching to horseback riding, Baños is an idyllic escape from the bustling pace of any busy city. No trip is complete without a visit to Volcán Tungurahua, an active volcano, best experienced from the northern edge of town. Grab a handful of locally made Melcocha (sugar cane taffy) and prepare yourself for an unforgettable experience.

Cloud Forest

Cloud forests, typically found in tropical countries at high elevations, are not your average forests! They are characteristically cooler in temperature, and due to their proximity to low-level clouds, they provide a lush and greener environment and attract diverse animal species not available at lower elevations.

With clear rocky rivers, breathtaking panoramic views, and hundreds of exotic orchids, the Cloud Forest in Mindo is a cut above the rest. The valley of Mindo is part of the protected 48,000-acre Mindo Nambillo Reserve and is considered the epicenter of biodiversity in northwestern Ecuador. Just a 90 minute drive from Quito, the cloud forest is easily accessible to visitors; however, your destination will feel otherworldly.

Embark on an adventure where you can visit a butterfly farm with over 1200 colorful butterflies, set your sights on 450 bird species in South America's best bird watching location, or simply enjoy the variety of plant life such as ancient cedars, giant hibiscus, and hundreds of orchids unique to the area. When you are ready to take your experience to the next level, you can always go rappelling down the wall of a waterfall or zipline 3,500 meters through the forest. Mindo Cloud Forest is an ecotourism jewel of endless possibilities.

Puerto López

Puerto López is a laidback seaside fishing village on the Pacific Coast of Ecuador. A lovely walkable city, Puerto Lopez is located within a relatively short drive from Manta, Ecuador's largest coastal city. Horseback riding is an ideal activity here, and for a reasonable price, visitors can tour nature parks on horseback.

Fill up your days with sunbathing, swimming in tide pools, and whale watching, but a visit to Puerto López is not complete without an excursion to Machalilla National Park. The park is located on about 55,000 hectares and is part of the National System of Protected Areas of Ecuador. Within the vast park, you'll have access to two types of rainforests, Los Frailes Beach, and indigenous species. Puerto López has a refreshing quiet presence that allows each guest to truly enjoy its natural beauty.



FOR IMMEDIATE RELEASE

ECUADOR TO HOST DISCOVER ECUADOR ROADSHOW IN KEY US MARKETS

April 26, 2013 (Quito, Ecuador) – The Ministry of Tourism for Ecuador has announced that Ecuador will be hosting a five-day roadshow during May 2013. The Ministry of Tourism will be meeting with leading members of the travel trade industry in San Francisco, Los Angeles, Chicago, Washington, DC, and New York City from May 20 – 24.

In each city, Ecuador will hold a "Discover Ecuador" Event and Workshop and would like for you to join in on a day of networking and learning, where you will be briefed on the latest developments in Ecuador with the opportunity to meet with key tourism suppliers in Ecuador.

In addition to this delegation of tourism suppliers, guests will meet with representatives from the Ministry of Tourism while enjoying a hosted lunch.

The event will showcase all that Ecuador has to offer, from the vibrant metropolis of Guayaquil to the world renowned Galapagos Islands, to the distinctive architecture and colonial charm of Cuenca. A major port city, Guayaquil offers much more than a connection to the Galapagos. The destination boasts beautiful town squares and a rich cultural offering, from world-class bars and restaurants to art galleries and museums.

Cuenca is a must-see for history buffs; located in the Andean valley, this city has a rich pre-Columbian history, but is best-known for its UNESCO World Heritage historical center. The area has over 52 churches, including the Old Cathedral dating back to 1557 – the year of Cuenca's settlement by the Spanish.

Whether you are seeking a memorable cultural offering, an exhilarating adventure or a peaceful beach vacation, you can discover your ideal getaway in Ecuador. Start your discovery – visit www.ecuador.travel.

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Ministry of Tourism of Ecuador Newsletter – Issue #2

2013 is sure to be a fruitful year for Ecuador as we unveil our new advertising campaign **"I Discovered"** and invite visitors to explore our multi-faceted destination. Only two months into the New Year and Ecuador is quite busy. Ministry officials have been meeting with consumers, members of the travel industry and the media to showcase all the wonderful things the country has to offer. Take a look at just a bit of all the exciting new developments in Ecuador and you too will **Love Life!**

ACCOLADES IN THE 2013 VIRTUOSO LUXE REPORT

The Ministry of Tourism for Ecuador has announced that Ecuador has received a number of accolades in the 2013 Virtuoso Luxe Report. Travel advisors have recognized the Galapagos Islands in a number of categories, highlighted in the top 20 destinations in the report under "most popular international leisure destinations", "most popular emerging destinations" (6th & 13th place), "most popular family travel destinations" (5th Place) and "most popular adventure travel destinations" (3rd & 20th place) categories. The Virtuoso® Luxe Report is an annual survey of Virtuoso's 7,200 member travel advisors. This predictive report forecasts luxury travel trends for 2013, based on current and anticipated reservations. From the most popular destinations to what motivates travelers today, the Virtuoso Luxe Report offers insight to the patterns and decisions of the world's wealthiest travelers. For more information, visit Virtuoso's [website](#).

QUITO'S NEW AIRPORT EXCITES VISITORS

The Mariscal Sucre International Airport in Quito has opened its doors. Named after independence hero Antonio José de Sucre, its 135 foot control tower is the tallest in Latin America after that of Cancún in Mexico. Their new cargo facilities have almost doubled the old airport's capacity and their runway, at 2.5 miles, is the longest of any international airport in Latin America. The airport is nestled in a broad Andean valley just east of the capital. The new airport is designed to serve 5 million people a year, an increase in capacity of 2 million passengers.

ECUADOR TO HOST TRAVEL MART LATIN AMERICA THIS SEPTEMBER

From September 18-20, 2013, Ecuador will open its doors to members of the travel trade industry for TravelMart Latin America (TMLA) 2013. [TravelMart Latin America](#) provides a productive and personal business opportunity in a professional environment for the buyers and suppliers of Central and South America travel products and services. For over 35 years, suppliers representing hotels, airlines, receptive operators, tourism boards, city and convention bureaus, and other promotional organizations from all of Central and South America have come together to share product updates and learn from their counterparts. To register for this year's event, please click [here](#).